

# IMPORTANT TO YOU WHO INHALE...

(All smokers do — some of the time!)



## AMERICA'S FINEST CIGARETTE

TODAY THEY COST NO MORE THAN ORDINARY  
POPULAR-PRICE BRANDS! (In NEW YORK STATE)



**Here's smoking  
PLEASURE  
without penalties**

Maybe you *know* you inhale . . . maybe you *don't know* it. When you *do* inhale, it's easy to see exposure to irritation increases! So — choose *your* cigarette with care! There's a vital difference — reported by eminent doctors in authoritative medical journals. They compared leading cigarettes — and:

**ON COMPARING — THE IRRITANT QUALITY IN THE SMOKE OF THE FOUR OTHER LEADING BRANDS WAS FOUND TO AVERAGE MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS....AND THE IRRITATION LASTS MORE THAN FIVE TIMES AS LONG!**

Get that? — "*more than three times as irritant . . . lasting more than five times as long!*" Especially if you *inhale* — change now to Philip Morris — for complete enjoyment of the world's finest tobaccos — *with no worry about throat irritation.*

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